

Amendments to the Claims

This Listing of Claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims

1. (Currently Amended) A An audience measurement system comprising a radio frequency (RF) proximity detection and identification system, comprising:

a plurality of portable people meters (PPM) each comprising an at least one RF transmitter for receiving a control signal, modulating an RF signal to a preset modulation frequency upon receipt of the control signal, and wirelessly transmitting the modulated signal;
each of the RF transmitters being operative to modulate the RF signal with a respectively different modulation frequency; and

an RF receiver for receiving each the wirelessly transmitted modulated signal, determining the modulation frequency thereof, and transmitting the modulation frequency to a remote location.

2. (Currently Amended) The RF proximity detection and identification system of claim 1, wherein a transmission power of the each RF transmitter is preset to transmit the modulated signal within a predetermined range.

3. (Cancelled)

4. (Currently Amended) An audience measurement system having a plurality of at least one portable people ~~meters meter~~ (PPM) (PPM's) and a base unit, the system containing a radio frequency (RF) proximity detection and identification system, comprising:

an RF transmitter located in each PPM for receiving a control signal, modulating an RF signal to a preset modulation frequency, and wirelessly transmitting the modulated signal;

each of the RF transmitters being operative to modulate the RF signal with a respectively different modulation frequency; and,

an RF receiver located in the base unit for receiving the each wirelessly transmitted modulated signal, determining the modulation frequency thereof, and transmitting the modulation frequency to a remote location.

5. (Currently Amended) The system of claim 4, wherein the transmission power of the each RF transmitter is preset to transmit the modulated ~~system~~ signal within a predetermined range.

6. (Currently Amended) The system of claim 5, wherein the each RF transmitter further comprises an RF modulator for receiving the control signal and outputting an RF signal modulated to a ~~preset~~ its respectively different modulation frequency.

7. (Currently Amended) The system of claim 6, wherein the RF receiver further comprises an RF demodulator unit for receiving the each wirelessly transmitted RF modulated signal, demodulating the each received signal, and determining the modulation frequency of the each received signal.

8. (Cancelled)

9. (Currently Amended) A radio frequency (RF) proximity detection and identification method for use in an audience measurement system comprising the steps of:

in each of a plurality of portable people meters, modulating an RF signal to a preset modulation frequency upon receipt of a control signal to produce a respective modulated signal, the preset modulation frequency being different for each of the plurality of portable people meters;

wirelessly transmitting each respective ~~the~~ modulated signal from a transmitter of a
corresponding portable people meter;

receiving the each wirelessly transmitted modulated signal;

determining the modulation frequency of the each received signal; and

transmitting the each determined modulation frequency to a remote location.

10. (Currently Amended) The RF proximity detection and identification method of claim 9,
wherein a transmission power of the transmission of ~~the~~ each modulated signal is preset to
transmit within a predetermined range.

11. (Currently Amended) An audience measurement system having at least one a plurality of
portable people meters ~~meter~~ (PPM PPM's), the system containing a radio frequency (RF)
proximity detection and identification system, the RF proximity detection and identification
system comprising:

an RF transmitter unit contained in each of the PPM's ~~at least one PPM~~, the RF
transmitter unit comprising:

an RF modulation unit for receiving a control signal and modulating an RF signal to a
preset modulation frequency to produce a respective modulated signal, the preset modulation
frequency being different for each of the PPM's; and

a transmitter in each of the PPM's for transmitting the respective modulated signal as
an RF modulated signal;

a receiver for receiving each ~~the~~ transmitted respective modulated signal; and

an RF demodulator unit for demodulating each ~~the~~ modulated signal, and determining the
modulating frequency of each ~~the~~ signal.

12. (Original) The RF proximity detection and identification system of claim 11, wherein the modulating frequencies are transmitted to a remote location for further processing.

13. (Currently Amended) The RF proximity detection and identification system of claim 12, wherein a transmission power of each ~~the~~ transmitter is preset to transmit the modulated signal within a predetermined range.